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This journal is made possible because of the support funds provided by Chulalongkorn University for publication of academic work.

POLICY : The PASAA Journal is the oldest professional journal in English teaching in Thailand. Two issues are published annually: the January-June issue and the July-December issue. The journal aims to present information and ideas in the following areas :

- Issues in language learning and teaching
(theoretical and practical aspects)
- Curriculum design and development
(methods, materials, and techniques)
- Testing and evaluation
- Teacher training
- Reviews
- Brief reports and summaries
- Research

Original submissions which are directly related to English teaching in Thailand are preferred. It also welcomes manuscripts which contribute to the improvement of English language teaching in general.

No payment will be made for any contribution but each author will receive 3 copies of the journal in which his article appears.

FROM THE EDITOR

The first article of this issue illustrates the importance of culture in language learning. Mayuri Sukwiwat and John Fieg analyze greeting and leave-taking in various situations to stress their points that to be able to communicate in the target language one needs to know the cultures of that language. Jerry Gebhard, in the next article, points out that many Thai students studying at an American university have to adjust themselves to western culture. Both academic skills and cultural awareness are called for in any course prepared for students who want to pursue their studies abroad.

The Maurices suggest the use of qualitative approach in doing research in ELT. Characteristics, methodology, differences between qualitative and quantitative research, qualitative data analysis, possibilities for its use, and cautions are given in their article. An example of qualitative research is demonstrated by Andrew Cohen. He uses verbal report techniques, i.e., self-report, self-observation, and self-revelation to describe learner strategies in writing compositions. Although the subjects are Portuguese students, the research techniques can be applied to Thai students.

In the last article Lyle Bachman points out some uses of evaluation in language programs. To improve the effectiveness of the program, information on processes and outcomes is necessary. He also emphasizes the importance of the goal of evaluation. An evaluator should gather relevant information from all the possible causes to help him make decisions.

The Reviews Section looks at two books on approaches, methods and techniques in language teaching. Ornanong Hirunburana reviews *Approaches and Methods in Language Teaching: A Description and Analysis* by Jack C. Richards and Theodore S. Rodgers and Saree Kulsiriswad reviews *Techniques and Principles in Language Teaching* by Diane Larsen-Freeman. Also in this issue is a brief report on an ESP training course offered by King Mongkut's Institute of Technology, Thonburi. Krongkaew Kannasoot reports from a participant's points of view.

This issue ends with three abstracts on qualitative research. Supanee Tiancharoen compares spoken and written Thai from linguistic and sociolinguistic perspectives, Uma Srisupinanont studies procedures for materials evaluation, and Adisa Teo investigates learner's attitudes towards peer correction. We hope that you will enjoy reading the articles in this issue.